**(PRINT ON COMPANY LETTERHEAD)**

Dear

[name of company] has a rich tradition of supporting the communities where we work and live through the annual United Way of Greater Milwaukee & Waukesha County Community Campaign.

United Way is a trustworthy organization that identifies and addresses community issues, provides meaningful volunteer opportunities, and offers effective ways to donate that address issues of interest, where even a small gift has a big community impact. They are recognized both nationally and locally for a high rate of fiscal accountability.

As an employee, you helped build our strong tradition of giving back to our community. As a valued retiree, I’m asking that you join us in continuing that support for our community, at whatever level you can. A pledge form is enclosed.

Beyond United Way’s 2025 campaign, I encourage you to join Retire United, a donor network within United Way of Greater Milwaukee & Waukesha County that provides retirees with ways to continue to make a difference by:

* Staying engaged with the larger community through volunteer and advocacy activities,
* Connecting with and interacting with like-minded individuals,
* Giving back to the community through civic engagement,
* And using their professional and personal skills.

You can learn more about Retire United by visiting United Way’s website (u[nitedwaygmwc.org/Retire-United](https://www.unitedwaygmwc.org/Retire-United)).

I look forward to your participation in our campaign.

Sincerely,

[name of executive and title]